

Abstract of the Disclosure

A portable terminal device of an advertisement medium in an advertisement providing system has the function of storing advertising information and the function of performing wireless communications such as Bluetooth, etc. When a consumer finds a person having interesting goods on or with him or her, the consumer requests to transmit information by wireless through a portable terminal. The portable terminal device of an advertisement medium receives the request to transmit the advertising information, and transmits the advertising information about the goods the advertisement medium has on or with. The advertisement medium has gained user entry in advance. Thus, the consumer can immediately obtain the advertising information about the goods which has been found in the street and interested the consumer.

05964600-03601
T08260-0094960